



SIT Innoventure 2026

Organized by the School of Information Technology, KMUTT

Co-organized by the Knowledge Exchange Center (KX), KMUTT

Integrated Startup Development & Competition Program

Monday, August 24, 2026 Knowledge Exchange Center (KX) Building

1. Competition Type

This is a team-based competition under the SIT Innoventure 2026: Integrated Startup Development & Competition Program. The program focuses on developing and selecting digital startup teams through an integrated learning process, which includes training and bootcamps, panel discussions, and pitching and demo day sessions.

Participants are required to develop business ideas, technologies, or digital innovations from the idea stage to a functional prototype or demo, and present their work to a panel of distinguished judges. The objective is to identify teams with strong potential to further develop into real-world startups in the future.

2. Eligibility of Applicants and Teams / Competition Conditions

- Applicants must be current students as of the application deadline.
- Teams that include international students must have at least one Thai student member.

2.2 Applications must be submitted as a team of 2–5 members.

2.3 Each team may submit only one project to the competition.

2.4 Applicants are required to participate in all program activities as specified,

including:

Training and Bootcamp sessions

Panel Discussions

Pitching sessions

2.5 Teams that fail to participate in the required activities, or do not meet the minimum participation criteria, may be disqualified at the discretion of the organizing committee.

3. Rules, Regulations, and Competition Format

Phase 1: Applications

Current students may apply to participate in the program by submitting a video presentation (video clip) of no more than 3 minutes, along with a business plan of no more than 12 A4 pages (excluding cover page, table of contents, references, and appendices). All submissions must clearly state the full names and student IDs of all team members. Each team must consist of 2–5 members. The selection committee will review all submissions and shortlist no more than 15 teams to participate in the program.

Category	Description	Full Score
Problem & Insight	Understanding of Real-World Problems	10
Solution & Innovation	Novelty / Differentiation	10
Market & Opportunity	Market Opportunity	10
Business Model	Business Feasibility	10
Team Capability	Team and Execution	10
Pitching	Communication	10
Total		60

Business Plan Requirements for Application

Report Structure for the Competition (Maximum 12 pages and 10 MB)

1. Cover Page (not included in the 12-page limit)

- Project title / Team name

- Full names of all team members
- Student IDs

2. Table of Contents (not included in the 12-page limit)

- List of main sections and page numbers

3. Executive Summary (maximum 1 page)

- Overview of the business / vision
- Problem statement
- Proposed solution
- Target customers
- Key highlights / unique value

4. User / Customer & Market Opportunity

- Who are the target customers (e.g., persona) and their pain points
- Market opportunity (market size and growth potential)

5. Competitors

- Existing competitors or similar solutions
- Comparison of strengths and weaknesses
- Roles of team members (if relevant to competition positioning)
- Why your solution is better (Why us?)

6. Business Plan

- Revenue model
- Customer acquisition channels (marketing / sales channels)
- Business growth strategy

7. Team

- Team members
- Roles and responsibilities
- Team strengths

8. Product Overview (MVP: Minimum Viable Product)

- Description of the product or service
- Key features
- Sample visuals / prototype (if available, e.g., Figma, mockups)
- Technology used (if applicable)

9. References (not included in the 12-page limit)

- Sources such as websites, research papers, or reports

10. Appendix (not included in the 12-page limit)

Phase 2: Training & Bootcamp (อบรม)

Applicants are required to attend at least 70% of the total training duration. Each week will include sessions delivered by external speakers in Thai; however, participants may pitch and receive feedback or consultation in English. During the training, speakers will evaluate and assign scores, totaling 60 points per day throughout the program (as shown in Table 1). In addition, participants must complete a post-test, which accounts for 20 points, with the team score calculated as the average score of all team members. The top 7 teams with the highest total scores will be selected to advance to the final competition on August 24, 2026. The maximum total score is 260 points. In the case of a tie, the average post-test score and subsequently the pre-test score will be used as tie-breakers, respectively.

Category	Description	Full Score
Problem & Insight	Understanding of Real-World Problems	10

Category	Description	Full Score
Solution & Innovation	Novelty / Differentiation	10
Market & Opportunity	Market Opportunity	10
Business Model	Business Feasibility	10
Team Capability	Team and Execution	10
Pitching	Communication	10
Total		60

Table 1 Evaluation Criteria for Selection

Phase 3: Panel & Ecosystem Engagement (เสวนา) & Pitching (Pitching & Demo Day)

All participating teams are required to attend the panel discussion session on August 24, 2026, from 08:45 to 17:00. Teams are expected to apply the knowledge and insights gained to refine and improve their business ideas. Each team must submit a business plan of no more than 50 pages (excluding cover page, table of contents, references, and appendices), in 6 copies, and prepare a pitch deck for presentation. Each team will have no more than 7 minutes to present. Scores from Phase 2 will be combined with Phase 3, resulting in a total of 660 points (260 + 400) to determine the top 3 winning teams. In the event of a tie, Phase 3 scores (500 points) will be used as the primary tie-breaker. If a tie still remains, the average post-test score, followed by the pre-test score, will be used respectively.

Category	Description	Full Score
Problem & Insight	Understanding of Real-World Problems	10
Solution & Innovation	Novelty / Differentiation	10
Market & Opportunity	Market Opportunity	10
Business Model	Business Feasibility	10
Prototype / Demo	Team and Execution	10
Team Capability	Communication	10
Traction	Evidence of Real User or Customer Validation	10
Pitching	Communication	10

Category	Description	Full Score
Total		80

Announcement of Results for Round 1 (≤ 15 Teams) and Round 2 (≤ 7 Teams) via the Website <https://www.sit.kmutt.ac.th> and via email to all participants

4. Judging Panel

Phase 1:

At least two faculty members and/or SIT alumni will serve as judges to evaluate and select teams advancing to Phase 2.

Phase 2:

Each guest speaker involved in the training will evaluate teams, assigning up to 60 points per team per speaker. These scores will be combined with the post-test score (20 points).

Phase 3: Panel & Ecosystem Engagement (เสวนา) & Pitching (Pitching & Demo Day) เช่น

- 1) Representative from the Digital Economy Promotion Agency (DEPA)
- 2) Representative from the Thailand Startup Trade Association
- 3) Representative from Kasikorn Business-Technology Group (KBTG)
- 4) Representative from Knowledge Xchange for Innovation Center (KX)
- 5) Representative from MU Holding

5. Awards

- First Prize: 10,000 THB cash prize with a trophy
- Second Prize (1st Runner-up): 7,000 THB cash prize with a trophy
- Third Prize (2nd Runner-up): 3,000 THB cash prize with a trophy
- The top 3 winning teams will be granted entry into the TechBite Program, organized by Knowledge Xchange for Innovation Center (KX), which includes funding opportunities, incubation, and study visits
- Additional prizes (if any) will be announced later

Note: Participants may receive up to 34 activity hours for joining the competition program.

6. Competition Venue

- Training Sessions: CB2 Building, Room CB2312
- D-Day: Monday, August 24, 2026, at the Knowledge Xchange for Innovation Center (KX), KMUTT (Thonburi BTS Station; shuttle service provided between the SIT building and KX)
- Participants will have the opportunity to present their ideas to real entrepreneurs at KX
- The faculty will provide budget support for exhibition booths at KX

7. Application Process

- Apply via the online application system <https://forms.office.com/r/v41nt9Pr8z>
- For more details, please visit the website <https://www.sit.kmutt.ac.th/sit-innoventure-2026/>

8. Activity Timeline

	Date	Time	Format	Activity	Speaker
	16 Apr - 18 May 69			Application period for participants	
	25 May69			Announcement of teams eligible for the qualifying round	
Friday	29 May69	18.30 - 20.00	Online	Program overview session	Dr. Watanyoo Suksangiam
Sunday	31 May 69	08.00 - 09.00	Onsite	Pre-test (Paper based)	Dr. Watanyoo Suksangiam
Sunday	31 May 69	09.00 - 12:00	Onsite	Foundations of Building and Scaling a Successful Startup	External guest speakers
Saturday	13 Jun 69	10:00 - 15:00	Onsite	Guest Speaker Talk and Workshop (TBA)	External guest speakers

Friday	26 Jun 69	18.30 - 20.00	Online	Mentoring Session	Dr. Watanyoo Suksangiam
Saturday	4 Jul 69	09:00 - 12:00	Onsite	Guest Speaker Talk and Workshop (TBA)	External guest speakers from NIA
Saturday	11 Jul 69	09.00 - 12.00	Onsite	Guest Speaker Talk and Workshop (TBA)	External guest speakers
Saturday	11 Jul 69	14.00 - 15.00	Onsite	Post-test (Paper based)	Dr. Watanyoo Suksangiam
Monday	24 Aug 69			Demo Day and Announcement of Results	

Note: The schedule, dates, times, topics, venues, and speakers are subject to change as appropriate.

9. Competition Schedule

The competition will be held on Monday, August 24, 2025, at the Knowledge Xchange for Innovation Center (KX), Krung Thonburi Road, Bang Lamphu Lang Subdistrict, Khlong San District, Bangkok.

Monday, August 24, 2026	
Time	Activity
13.00 - 13.30	Event Registration
13.30 - 14.30	Finalist teams present their projects
14.30 - 15.00	** Break / Refreshments **
14.30 - 17.00	Expert judges provide feedback on student projects and open the floor for Q&A
17.00	Closing Ceremony

Note: The schedule and timing are subject to change as appropriate.

10. Electronic Learning for Pre-test/Post-test (Watch & Read)

10.1 Starting A Company? The Key Terms You Should Know | Startup School

<https://www.youtube.com/watch?v=wH3TKpALLw4>

10.2 How to Get Startup Ideas by Paul Graham:

<https://paulgraham.com/startupideas.html>

10.3 Where Do Great Startup Ideas Come From? – Dalton Caldwell and Michael Seibel

<https://www.youtube.com/watch?v=Jcuqq48CNj8>

10.4 How to Get and Evaluate Startup Ideas | Startup School

<https://www.youtube.com/watch?v=Th8Jolan4dg>

10.5 Everything We Teach at YCombinator in 10 Minutes

<https://www.youtube.com/watch?v=Pg72m3CjuK4>

10.6 Value Props: Create a Product People Will Actually Buy

<https://www.youtube.com/watch?v=q8d9uuO1Cf4>

10.7 Capture Your Business Model in 20 Minutes - Lean Canvas

<https://www.youtube.com/watch?v=7o8uYdUaFR4>

10.8 How to Build An MVP | Startup School

https://www.youtube.com/watch?v=ORZ_l7cVzzU

10.9 The New Way To Build A Startup

https://www.youtube.com/watch?v=rWUWfj_PqmM

10.10 How To Perfectly Pitch Your Seed Stage Startup With Y Combinator's Michael Seibel

<https://www.youtube.com/watch?v=lw2X3PxKIAY>

10.11: How to design a better pitch deck

<https://www.ycombinator.com/library/4T-how-to-design-a-better-pitch-deck>

11. Judges and Speakers



Dr. Monchai Lertsutthiwong,

Deputy Director, Head of AI Research and Development,
Kasikorn Labs (KBTG)



Dr. Keita Ono,

Senior VP of Innovation and Eco-system, KX



Chohanond Klungpremchitt,

CEO and Founder, Ultimate Destiny Co., Ltd, Board of
Directors

YEC Business Network, Vice President - Thai Startup

Association, Board of Directors- Bangkok Startup Association



Issaret Prachitmutita,
Director, Sable Co., LTD.



Apinya Hiranyawech,
CEO, Managing Director, Spark Education Co., Ltd.



Songklod Saengvoratip,
Founder and CEO, Marvelous Studio Co., Ltd.



CHARASPONG SARAVISUTRA (Van),
Chief Strategy and Financial Officer, Dosy Co.,Ltd.,
and Chief Executive Officer, Pure Sunset Beach, Pattaya